

# **AIR QUALITY PUBLIC EDUCATION AND OUTREACH STRATEGY UPDATE**

**Business Advisory Council  
September 27, 2019**

# ACTION REQUESTED

No action is requested at this time. This agenda item is for informational purposes only.

- Air quality public education and outreach strategy update

## PREVIOUS ACTION

The council has received previous updates on this agenda item.

# BACKGROUND

NOACA has worked with Markey Group over the past two years to develop:

1. Air Quality Public Education and Outreach Strategy

- Goals, objectives, metrics, and action
- Will guide implementation of NOACA's Regional Strategic Plan and help bring the region into compliance with EPA's National Ambient Air Quality Standards (NAAQS)

2. Communication Plan

- How NOACA will use communication tools to support the Strategy



# BACKGROUND

## PUBLIC EDUCATION AND OUTREACH STRATEGY MISSION STATEMENT:

NOACA will educate the community about the region's air quality challenges and the linkages among air quality, transportation, land use, and public health.

NOACA will empower individuals and organizations to improve air quality, in particular through increased use of alternate transportation modes.

NOACA will advocate for public policies that provide greater transportation choice, reduce mobile emissions, benefit public health, create economic opportunity, and enhance quality of life in Northeast Ohio.



# BACKGROUND

Markey Group and NOACA staff have obtained input via:

- Public focus groups and meetings
- Market feedback tools (informal surveys)
- Market research
- NOACA subcommittee and advisory council meetings
  - Business Advisory Council input requested in December 2017 regarding:
    - What role can business community (and your organization) play in NOACA's air quality strategy
    - How can the business community help publicize/distribute an air quality survey to the public?



# BACKGROUND

Consultant submitted semi-final versions of both documents earlier this year

Both documents underwent extensive peer review

**PEER REVIEW**

A magnifying glass with a black handle and a silver rim is positioned over the word 'PEER' in the large, bold, black text 'PEER REVIEW'. The lens of the magnifying glass is centered over the word 'PEER', making it appear slightly larger and more prominent than the word 'REVIEW'.

# BACKGROUND

## Strategy Document Outline – Action Plan

### Goal #1: Increase awareness of the air quality challenge in Northeast Ohio

- Promote awareness of air quality challenge in Northeast Ohio
- Measure Northeast Ohio resident awareness of air quality challenge

# BACKGROUND

Goal #2: Educate the community on the causes and potential solutions for the air quality challenge in Northeast Ohio

- Implement education campaigns to foster conviction, develop skills, provide role modeling opportunities, and promote behavior change
- Establish NOACA as a leading resource for air quality information and guidance in Northeast Ohio



# BACKGROUND

Goal #3: Empower employers, healthcare providers, and educational institutions with resources to be air quality champions

- Promote Gohio Commute and Commuter Choice Awards as employer/employee transportation strategies
- Pilot consulting support for local employers with local transportation management needs
- Develop and/or adapt content (brochures, videos, fact sheets) for healthcare providers and education institutions to distribute
- Meet regularly with hospital, healthcare, and school leaders to share content, encourage distribution, and address concerns

# BACKGROUND

Goal #4: Promote a culture at NOACA that better integrates air quality with other programs

- Further develop a culture that promotes air quality at NOACA, so that NOACA can be a leader in role modeling good clean air behaviors

# BACKGROUND

Goal #5: Promote strategies outside of NOACA to change transportation and infrastructure policy and increase clean air funding

- Plant the seeds for a potential future public-private partnership
- Provide data to support the case for increased funding for expanded alternative transportation infrastructure
- Reduce single occupancy vehicle rate by eliminating the barrier “Action for cleaner air is not convenient for me”
- Pursue transportation reform by educating and collaborating with city, regional, state, and federal government agencies and programs

# BACKGROUND

## DRAFT COMMUNICATION PLAN

### Audiences:

- General public
- Businesses and organizations (employers, healthcare providers, religious and civic institutions, and schools)
- Media
- NOACA staff and board
- Government leaders/elected officials

**WHO  
IS YOUR  
AUDIENCE**



# BACKGROUND

## BEST OPPORTUNITIES FOR NOACA TO REACH AUDIENCES:

- Owned media (website, NOACA social media channels, email, and blogs)
- Earned media (conferences, media relations)
- Paid media (social media and paid ads)
- Partnerships (collaborating with other organizations, sponsorships)





# BACKGROUND

## KEY POINTS

- Create a content calendar to coordinate messaging
- Customize content for different audiences
- Partner with others for cost-effective opportunities
- Create budget for paid ads and work with a media firm for content and ad placement
- Create sequential content (immediate, mid-term, and long range) to help public understand and take action on air quality information



# BACKGROUND

## RECOMMENDED TYPES OF PAID ADVERTISING:

- Social media ads (Facebook, YouTube, Instagram, Twitter)
- Search engine optimization (SEO)
- Radio ads
- Print advertising (newspaper, magazines, etc.)
- Television (if budget allows)



# NEXT STEPS

Advisory Council input and assistance requested regarding:

- Survey employees to create a user-friendly definition of clean air and measure air quality awareness
- Identify potential candidates to assist with promotion of Gohio Commute and intermittent challenges
- Identify potential candidates to participate in the annual Commuter Choice Awards
- Identify potential candidates for employer-subsidized transit and/or fleet management
- Identify potential candidates to implement idle reduction policies

# NEXT STEPS

- Begin implementation of the Air Quality Public Education and Outreach Strategy and Communication Plan
- Update Business Advisory Council on progress as needed





NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

